

## EXHIBIT B

PARLIAMENT PARTY ZONE  
MAY 26 - SEPTEMBER 5, 1994  
NORTHEAST COAST MARKETS  
BUDGET ESTIMATE

**Materials and Vehicles****\$252,300**

Inflatables — \$52,300

(includes four inflatables and  
necessary materials for operation,  
cleaning and refurbishing,  
shipping, security boxes and  
heavy duty lighting)

Parasails/Paragliding — \$23,000

(five parasails, customized with  
the Parliament logo, and shipping and  
approx. 38 paragliding exhibitions at  
beach locations)

Hobie Cat Sails — \$10,000

(ten main sails and ten  
jibs for Hobie Cats, customized  
with the Parliament logo, and  
shipping)

Vehicles — \$58,000

(based on 10 vehicles leased for  
4 months each, including customization)

Wristbands — \$9,000

(based on production of 50,000  
wristbands and shipping)

Waverunners — \$100,000

(based on 20 waverunners for  
club promotions, including  
Parliament customization and  
shipping)

**Sponsorship Fund****\$130,000**

(includes club sponsorship fees,  
door/food discounts, jet-ski/  
parasail ride discounts and  
DJ/band sponsorships  
— to be used on an as-needed  
basis)

*See item*

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<b>Sweepstakes</b> (includes 5 waverunners, as second prizes, est. at \$5,600 each)	\$ 28,000
<b>Sampling Services/Party Patrol</b> (includes 15 weeks of sampling (2 teams work 3 initial weeks and 5 teams work 12 weeks - each team working for 20 hrs. per week), four samplers per team and one supervisor per team)	\$285,677
<b>Team Expenses</b> (includes lodging, travel, car rental and per diem for teams and supervisors)	\$167,800
<b>Video Escape Program</b> (includes all production, equipment, technicians, tape stock and transportation necessary to produce 40 nights, 4 hours per night)	\$105,000
<b>Video Recap</b> (includes pre-production ( 2X 3-day shoots), crew travel and expenses and post-production (scripting, editing, etc.))	\$25,000
<b>Warehousing and Fulfillment</b> (includes handling and storage charges for all program merchandise, central warehouse and in-market facilities)	\$38,600

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Miscellaneous Related Expenses \$121,000

(includes anticipated agency  
out-of-pocket expenses -- telephone,  
fax, 1-800 line service, insurance  
certificates costs (from third parties), hiring  
costs, miscellaneous shipping, printing,  
artwork supplies, postage, overnight  
delivery, market managers car allowance  
and travel, and agency travel to New York  
for meetings and periodic market  
checks)

Management Fee \$312,500

Includes:

- Site Visits
- Venue Selection and Negotiation
- Pre- and On-Site Management and Execution
- Retail Execution in 8 Markets
- Video Production Management
- Sweepstakes Management
- Artwork and Keylines
- Materials Development and Procurement
- Post-Event Administration
- Follow-Up Reporting/Evaluation

TOTAL \$1,466,177

1465,877

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